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R.J. Reynolds Tobacco Company

Fax Cover Sheet

5 different documents

Deb

Attention: RSM's + JMP

From: Dave Wilmeskes

Phone: (910) 741- 1281

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Our Fax No.: (910) 741-4606

"WE WORK FOR SMOKERS"

December 11, 1996

TO:
Ms. L. J. Beasley
Mr. J. W. Best
Mr. D. L. Bomgardner
Ms. C. A. Coyle
Mr. P. J. Cundari
Mr. J. V. Maguire
Mr. G. C. Pennell
Mr. R. M. Sanders
Mr. M. W. Shaw
Mr. O. Sorensen
Mr. D. L. Wilmesher
Mr. K. Whitehurst

FROM: E. M. McAtee

SUBJECT: **PARLIAMENT PROMOTION - MAY '97**

Objective:	Increase trial and build loyalty. Improve visibility at retail.
Promotion:	Parliament B2G Hologram lighter free.
Styles:	Parliament King Box, 100 Soft, Light King Box, Light 100 Soft
Timing:	4/28/97 - 5/25/97
Markets:	Miami
Outlets:	Penetrate 45% urban and suburban pack outlets where Parliament share is greater than .81%.
Distribution:	DAD
Payment:	Standard DAD payment
Quantity:	34,200 deals; 855 kits; 1.3M stix
Display Configuration:	40 deals per kit (one hologram pack per 2 pack deal).

E. M. McAtee

EMM:tig

cc: Ms. P. S. Cohen
Mr. R. S. Keith
Mr. J. R. Moore
Mr. J. D. Weber
FI

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